

**From:** 70430-90007688@requests.muckrock.com  
**Sent:** Wednesday, March 13, 2019 1:21 PM  
**To:** Jim Crew  
**Subject:** Florida Sunshine Law Request: WrestleMania 36 documents (City of Tampa, Mayor's Office)  
**Attachments:** Annals20of20branding3A20WWE20insists20on20superstar20and20sports20entertainm  
ent2C.pdf

City of Tampa, Mayor's Office  
SL Office  
5th Floor North  
306 East Jackson Street  
Tampa, FL 33602

March 13, 2019

To Whom It May Concern:

Pursuant to the Florida Sunshine Law, I hereby request the following records:

All documents and written communications (including emails and text messages) relating to the recently announced 2020 WrestleMania event to be held at Raymond James Stadium, including but not limited to all documents sent back and forth as part of the bidding process, and documents supplied by WWE after the deal was made, like the "WWE Do's and Don'ts" guide provided to the government that was reported on in the attached TampaBay.com article.

I ask for whatever fee waiver you grant for members of the media as this is part of my reporting process for Deadspin, a division of Gizmodo Media Group.

The requested documents will be made available to the general public, and this request is not being made for commercial purposes.

In the event that there are fees, I would be grateful if you would inform me of the total charges in advance of fulfilling my request. I would prefer the request filled electronically, by e-mail attachment if available or CD-ROM if not.

Thank you in advance for your anticipated cooperation in this matter. I look forward to receiving your response to this request within 10 business days.

Sincerely,

David Bixenspan

Filed via MuckRock.com

E-mail (Preferred): 70430-90007688@requests.muckrock.com

Upload documents directly: [https://www.muckrock.com/accounts/agency\\_login/city-of-tampa-mayors-office-3876/wrestlemania-36-documents-city-of-tampa-mayors-office-](https://www.muckrock.com/accounts/agency_login/city-of-tampa-mayors-office-3876/wrestlemania-36-documents-city-of-tampa-mayors-office-)

70430/?email=jim.crew%40tampagov.net&uuid-login=429c5f1e-8d51-4f4f-a332-2355813dc35f#agency-reply  
Is this email coming to the wrong contact? Something else wrong? Use the above link to let us know.

For mailed responses, please address (see note):

MuckRock News  
DEPT MR 70430  
411A Highland Ave  
Somerville, MA 02144-2516

PLEASE NOTE: This request is not filed by a MuckRock staff member, but is being sent through MuckRock by the above in order to better track, share, and manage public records requests. Also note that improperly addressed (i.e., with the requester's name rather than "MuckRock News" and the department number) requests might be returned as undeliverable.

# Annals of branding: WWE insists on 'superstar' and 'sports entertainment,' not 'professional wrestler' or 'wrestling'

Local officials were asked to stick to rules about what to call the people in the ring, the organizer and even that thing the winners get to wear around their waists.



WWE rules are particular about how people refer to competitors like Charlotte Flair, who talked about women in WWE at a news conference in Tampa Thursday. So, professional wrestlers? No, according to a list of "WWE Do's and Dont's" given to local officials before the news conference. Divas? No. WWE's preferred term is "superstar." MONICA HERNDON | Times



By Richard Danielson

Published March 8

TAMPA — It may look like mayhem in the ring, but when it comes to the brand, World Wrestling Entertainment doesn't leave much to chance.

Check out the list of "WWE Do's and Don'ts" given to local officials before this week's news conference announcing that WrestleMania 36 will come to Raymond James Stadium on April 5, 2020:

- *When referring to our talent, we ask that you refer to them as WWE Superstars both for the men and women and NOT as "professional wrestlers."*
- *As of March 2016, our female Superstars are NO longer referred to as WWE Divas, so please call them WWE Superstars.*
- *Please refer to our company as WWE and NOT World Wrestling Entertainment.*
- *Please do not refer to our company as "the WWE," but rather just "WWE."*
- *Please do NOT use the term "professional wrestling," instead using WWE or Sports Entertainment to describe our brand (E.G. "We have many WWE fans in the Tampa area" or "I have always been a fan of sports entertainment.")*
- *The WWE Championship or WWE Title are appropriate names for the title. It is not called a "belt" or a "strap."*

**RICHARD DANIELSON**

Economic Development,  
Port, Airport and Movers  
and Shakers Reporter

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